

Fall 2007

UA3/9/5 HardOptimism Deep Strengths Survey

WKU Institutional Research

WKU President's Office

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WESTERN KENTUCKY UNIVERSITY
Office of Institutional Research
HardOptimism Deep Strengths Survey - Fall 2007

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Fall 2006

Resilience - The ability to take problems in stride, to bounce back quickly from difficulties or defeat				
Q1	Frequency	Percent	Cumulative Frequency	Cumulative Percent
Low	2	0.42	2	0.42
2	8	1.68	10	2.10
3	76	15.97	86	18.07
4	297	62.39	383	80.46
High	93	19.54	476	100.00

Frequency Missing = 4

Fall 2007

Resilience - The ability to take problems in stride, to bounce back quickly from difficulties or defeat				
Q1	Frequency	Percent	Cumulative Frequency	Cumulative Percent
2	9	1.74	9	1.74
3	70	13.51	79	15.25
4	291	56.18	370	71.43
High	148	28.57	518	100.00

Frequency Missing = 1

All questions use a 5-point scale, with 1 being low and 5 being high

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Fall 2006

Confidence - Organizational self-assurance; belief in the organization's ability to perform effectively				
Q2	Frequency	Percent	Cumulative Frequency	Cumulative Percent
Low	2	0.42	2	0.42
2	14	2.94	16	3.35
3	70	14.68	86	18.03
4	247	51.78	333	69.81
High	144	30.19	477	100.00

Frequency Missing = 3

Fall 2007

Confidence - Organizational self-assurance; belief in the organization's ability to perform effectively				
Q2	Frequency	Percent	Cumulative Frequency	Cumulative Percent
Low	4	0.77	4	0.77
2	7	1.35	11	2.13
3	48	9.28	59	11.41
4	223	43.13	282	54.55
High	235	45.45	517	100.00

Frequency Missing = 2

All questions use a 5-point scale, with 1 being low and 5 being high

WESTERN KENTUCKY UNIVERSITY
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Fall 2006

Energy Level - The Corporate Metabolism; vitality; the capacity to do work				
Q3	Frequency	Percent	Cumulative Frequency	Cumulative Percent
Low	3	0.63	3	0.63
2	15	3.14	18	3.77
3	96	20.13	114	23.90
4	234	49.06	348	72.96
High	129	27.04	477	100.00

Frequency Missing = 3

Fall 2007

Energy Level - The Corporate Metabolism; vitality; the capacity to do work				
Q3	Frequency	Percent	Cumulative Frequency	Cumulative Percent
Low	1	0.19	1	0.19
2	12	2.32	13	2.51
3	74	14.31	87	16.83
4	218	42.17	305	58.99
High	212	41.01	517	100.00

Frequency Missing = 2

All questions use a 5-point scale, with 1 being low and 5 being high

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Fall 2006

Creativity and Innovation - Coming up with viable new ideas; implementing fresh approaches				
Q4	Frequency	Percent	Cumulative Frequency	Cumulative Percent
Low	4	0.84	4	0.84
2	23	4.83	27	5.67
3	106	22.27	133	27.94
4	218	45.80	351	73.74
High	125	26.26	476	100.00

Frequency Missing = 4

Fall 2007

Creativity and Innovation - Coming up with viable new ideas; implementing fresh approaches				
Q4	Frequency	Percent	Cumulative Frequency	Cumulative Percent
Low	4	0.77	4	0.77
2	11	2.12	15	2.90
3	69	13.32	84	16.22
4	238	45.95	322	62.16
High	196	37.84	518	100.00

Frequency Missing = 1

All questions use a 5-point scale, with 1 being low and 5 being high

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Fall 2006

Can-do Attitude - A success-minded bias to go for it and make things happen				
Q5	Frequency	Percent	Cumulative Frequency	Cumulative Percent
Low	4	0.84	4	0.84
2	17	3.58	21	4.42
3	81	17.05	102	21.47
4	221	46.53	323	68.00
High	152	32.00	475	100.00

Frequency Missing = 5

Fall 2007

Can-do Attitude - A success-minded bias to go for it and make things happen				
Q5	Frequency	Percent	Cumulative Frequency	Cumulative Percent
Low	1	0.19	1	0.19
2	11	2.14	12	2.33
3	51	9.90	63	12.23
4	196	38.06	259	50.29
High	256	49.71	515	100.00

Frequency Missing = 4

All questions use a 5-point scale, with 1 being low and 5 being high

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Fall 2006

Ambition - Aspiration level or drive to achieve				
Q6	Frequency	Percent	Cumulative Frequency	Cumulative Percent
Low	4	0.84	4	0.84
2	16	3.35	20	4.19
3	67	14.05	87	18.24
4	227	47.59	314	65.83
High	163	34.17	477	100.00

Frequency Missing = 3

Fall 2007

Ambition - Aspiration level or drive to achieve				
Q6	Frequency	Percent	Cumulative Frequency	Cumulative Percent
2	9	1.74	9	1.74
3	35	6.78	44	8.53
4	156	30.23	200	38.76
High	316	61.24	516	100.00

Frequency Missing = 3

All questions use a 5-point scale, with 1 being low and 5 being high

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Fall 2006

Hope - Faith in the future; favorable outlook regarding things to come				
Q7	Frequency	Percent	Cumulative Frequency	Cumulative Percent
Low	5	1.05	5	1.05
2	16	3.35	21	4.40
3	70	14.68	91	19.08
4	243	50.94	334	70.02
High	143	29.98	477	100.00

Frequency Missing = 3

Fall 2007

Hope - Faith in the future; favorable outlook regarding things to come				
Q7	Frequency	Percent	Cumulative Frequency	Cumulative Percent
Low	5	0.97	5	0.97
2	10	1.94	15	2.91
3	41	7.95	56	10.85
4	205	39.73	261	50.58
High	255	49.42	516	100.00

Frequency Missing = 3

All questions use a 5-point scale, with 1 being low and 5 being high

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Fall 2006

Happiness - Positive, upbeat mental state; sense of well-being				
Q8	Frequency	Percent	Cumulative Frequency	Cumulative Percent
Low	9	1.89	9	1.89
2	20	4.19	29	6.08
3	109	22.85	138	28.93
4	240	50.31	378	79.25
High	99	20.75	477	100.00

Frequency Missing = 3

Fall 2007

Happiness - Positive, upbeat mental state; sense of well-being				
Q8	Frequency	Percent	Cumulative Frequency	Cumulative Percent
Low	10	1.95	10	1.95
2	21	4.09	31	6.03
3	98	19.07	129	25.10
4	256	49.81	385	74.90
High	129	25.10	514	100.00

Frequency Missing = 5

All questions use a 5-point scale, with 1 being low and 5 being high

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Fall 2006

Competitive Spirit - Playing to win; determination to outdo the opposition; pushing to improve				
Q9	Frequency	Percent	Cumulative Frequency	Cumulative Percent
Low	4	0.84	4	0.84
2	19	3.98	23	4.82
3	74	15.51	97	20.34
4	227	47.59	324	67.92
High	153	32.08	477	100.00

Frequency Missing = 3

Fall 2007

Competitive Spirit - Playing to win; determination to outdo the opposition; pushing to improve				
Q9	Frequency	Percent	Cumulative Frequency	Cumulative Percent
Low	2	0.39	2	0.39
2	10	1.94	12	2.33
3	52	10.08	64	12.40
4	196	37.98	260	50.39
High	256	49.61	516	100.00

Frequency Missing = 3

All questions use a 5-point scale, with 1 being low and 5 being high

WESTERN KENTUCKY UNIVERSITY
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Fall 2006

Staying Power - Emotional stamina; the psychological strength to persevere				
Q10	Frequency	Percent	Cumulative Frequency	Cumulative Percent
Low	1	0.21	1	0.21
2	12	2.52	13	2.73
3	77	16.14	90	18.87
4	258	54.09	348	72.96
High	129	27.04	477	100.00

Frequency Missing = 3

Fall 2007

Staying Power - Emotional stamina, the psychological strength to persevere				
Q10	Frequency	Percent	Cumulative Frequency	Cumulative Percent
Low	3	0.58	3	0.58
2	14	2.70	17	3.28
3	57	11.00	74	14.29
4	255	49.23	329	63.51
High	189	36.49	518	100.00

Frequency Missing = 1

All questions use a 5-point scale, with 1 being low and 5 being high

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Variable	Label	N	Mean
Q1	Resilience (The ability to take problems in stride, to bounce back quickly from difficulties or defeat)	476	3.99
Q2	Confidence (Organizational self-assurance; belief in the organization's ability to perform effectively)	477	4.08
Q3	Energy Level (The 'corporate metabolism;' vitality; the capacity to do work)	477	3.99
Q4	Creativity and Innovation (Coming up with viable new ideas; implementing fresh approaches)	476	3.92
Q5	Can-do Attitude (A success-minded bias to 'go for it' and make things happen)	475	4.05
Q6	Ambition (Aspiration level or drive to achieve)	477	4.11
Q7	Hope (Faith in the future; favorable outlook regarding things to come)	477	4.05
Q8	Happiness (Positive, upbeat mental state; sense of well-being)	477	3.84
Q9	Competitive Spirit (Playing to win; determination to outdo the opposition; pushing to improve)	477	4.06
Q10	Staying Power (Emotional Stamina; the psychological strength to persevere)	477	4.05

All questions use a 5-point scale, with 1 being low and 5 being high